

Christmas on the Avenue Event Debrief

Thursday 11 January 2024

Civic Chamber

10:30am – 12:00pm

Attendance: Robert Grace, Gail Rostig, Craig Inglis, Tom Spirat, Tracy Robertson, Colin Sharp, Josh Berkett, Molly MacGowan, Jenna Cruse, Ryan Sutherland

- 1- Acknowledgement of Country
- 2- Walk down memory lane
- 3- Successes/ what worked
- 4- Challenges/ what didn't work
- 5- Improvements/ Opportunities

Successes/ what worked

- Attendance, excellent numbers of people watching
- Location, noted that even people that hated the change came along to watch
- Having the two events together, being able to wander straight from the pageant to the carols event- BIG Tick – Seeing the numbers of people that walked from the pageant into the carols and how packed the carols event was
- Event date, having the event closer to Christmas
- Having it mid-week, didn't interfere with weekend plans
- Float assembly area, well laid out with plenty of space for all floats and participants
- Traffic Management – Tick
- Being able to sit in a carpark and watch from the car at some points
- Internal planning and communication between the teams- meetings, written and verbal communication, pre-event planning and coordination went smoothly
- See Us Maintenance – Traffic Management Planning, was great having them and their team
- Participation from staff and family members- noted that Directors, CEO and Senior Management participated, and it was brilliant that they had family alongside them
- Pleasantly excited by the numbers of people who came to watch
- Crowds arriving early to setup, put out their picnic rugs, chairs, chalking the road
- Weather, we were very lucky in the end
- Red ribbon along Nicolson Avenue. Looked fantastic
- Depot crew and the work they did on the medians, curbs prior to the event
- Participants felt like they were more engaged with the public- closer to the public, could go either side wave, hand out lollies etc.
- Accessible parking
- Radio comms was excellent at Float Assembly Area making it clear to direct traffic through the area and to their assembly zones
- Josh's – photos – they really highlighted the green medians and volume of people that attended
- Molly's live stream, Molly reported we had 200-300 viewers which is excellent results for Council socials

- How the Council team all worked together, supported by all departments, pitching in to make it work and be successful
- Volunteers that came forward at the final hour to help out
- It was accessible for ALL – there were a lot of families that would/ could not usually attend for varied reasons

Challenges/ what didn't work

- Schools had finished – couldn't participate
- Need more floats, more participant
- Effort from participants – floats
- Didn't feel festive enough.....lack of music and decorations
- Float assembly area – Flavel Street access- push back to Remilton Street
- Radio comms – Depot Crew locked to Depot Channel
- See Us Maintenance – Traffic Management – Ryan Ave, Stead Street not closed, ongoing needed hand holding, See Us Maintenance team not being clear at the beginning Float Assembly. Not enough people to man the driveways
- Running out of lollies
- Traffic Management – signage – ignoring the road closure signage and speed restrictions, consider detour signage, Parking signage,
- Participation from staff – consider compulsory contribution from each team
- Lack of music – Radio Station
- End of route and pedestrian gathering high risk
- Float assembly – have two staff on the initial check in space
- Gaps in between some of the floats were too big
- Lack of blue line helpers, could GFG possibly provide some volunteers
- How to spread out the spectators, along the route, provide marquees along the route
- Getting Volunteers
- Getting information out to the community earlier
- Application process, legal and risk side
- DDA Accessible viewing spaces along the route.
- Getting up onto the Santa float
- Too much on one day for smaller children?
- One less event day for families
- Survey questions – not direct enough eg question would you like to volunteer to help with the 2024 Christmas pageant? Should have been would you like to be on the organizing committee for the 2024 pageant
- Lines too long at the Carols – Food sold out at some stalls, lines running through crowd
- One less event for vendors

Improvements/ opportunities

- Incentives, prizes, funding/grants offered to community for float construction – BUDGET BID
- Judging competition for best float – categories
- Music stationed along the pageant route – instead of relying on floats to play radio
- Fireworks
- Pre event entertainment happening along the pageant route prior to commencement of pageant
- Red Ribbons great, add more decorations down pageant route

- Event in progress signage for Carols event – 40km
- DDA accessible viewing spaces along the pageant route
- Lack of businesses involved has encouraged some businesses to get involved
- Hire festive floats from external sources, Port Lincoln, Port Augusta, Port Pirie, Adelaide
- Commission artists/ organisations to build floats (example Men's Shed)
- Volunteers – how can we get more. Need to incentivise, and encourage people to want to participate. How do we make it enjoyable, make it something that people put their hand up to be a part of.
- We need clowns!